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FIG. 1
PRIOR ART

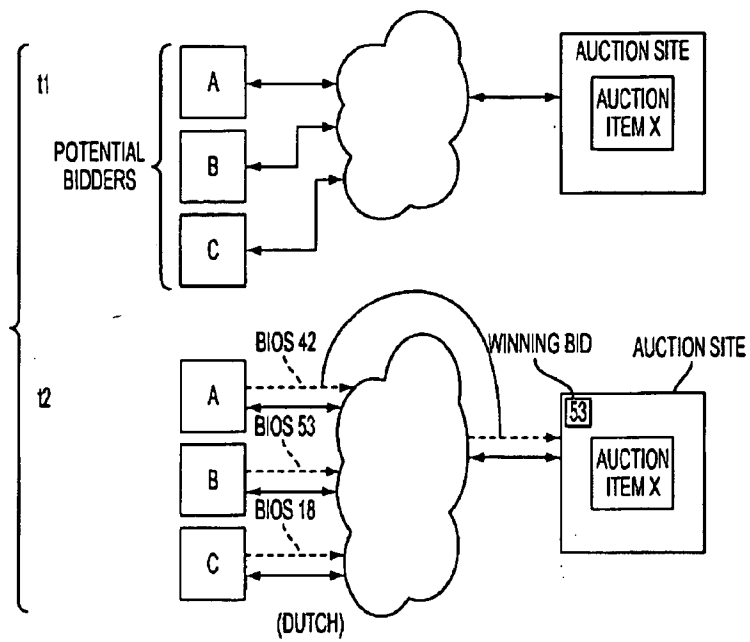


FIG. 1

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FIG. 2
PRIOR ART

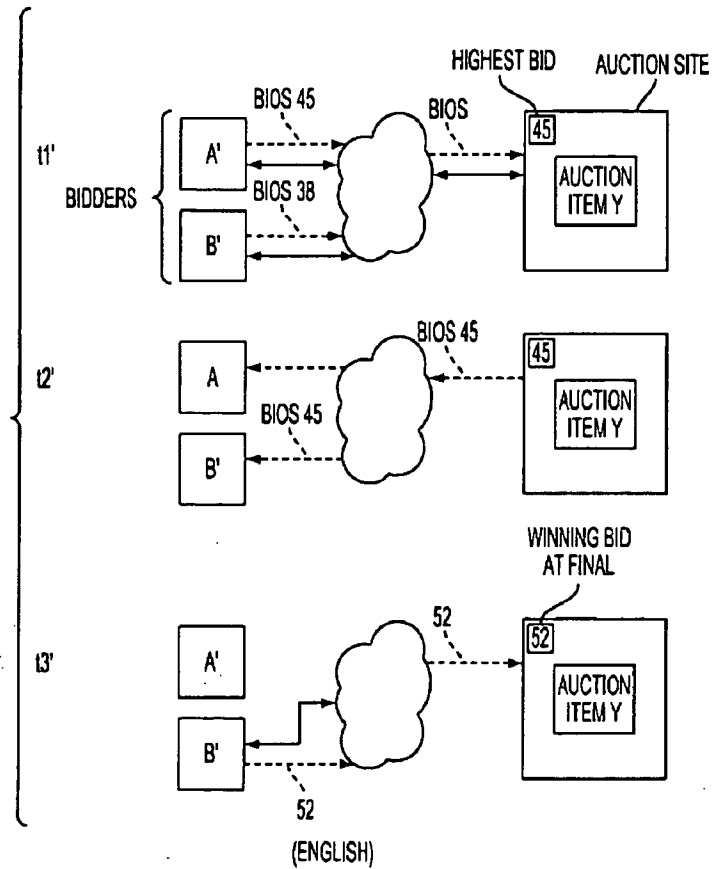


FIG. 2

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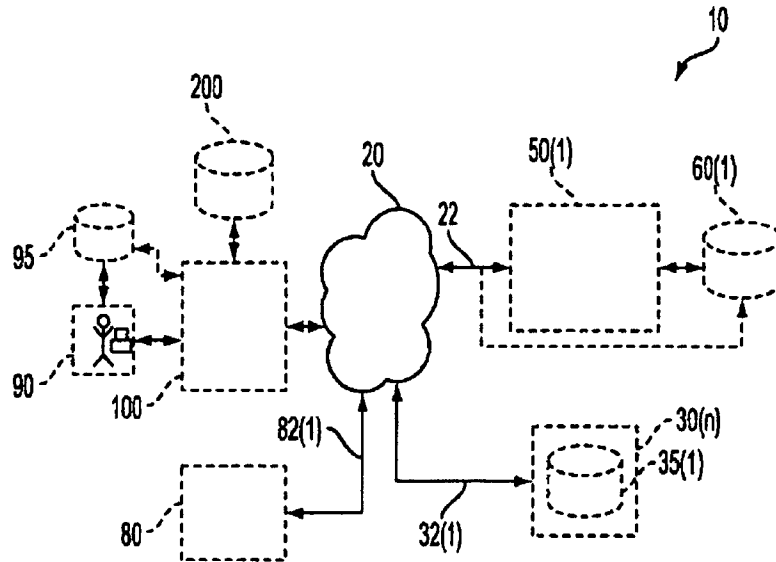


FIG. 3

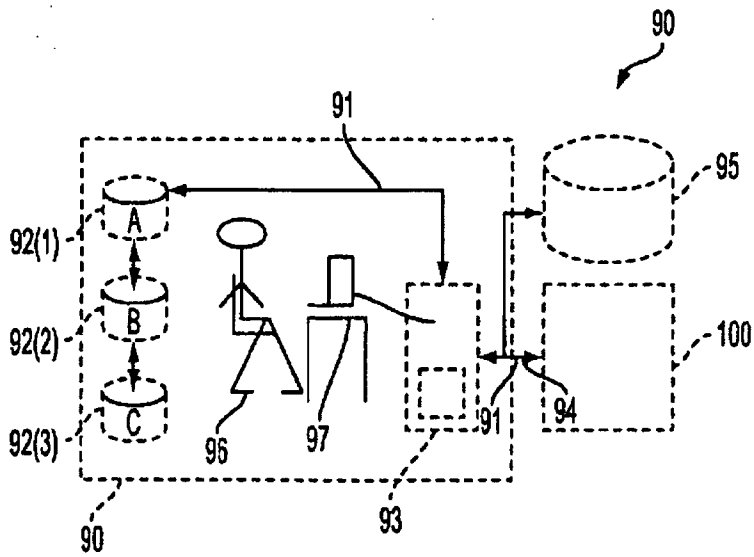


FIG. 4

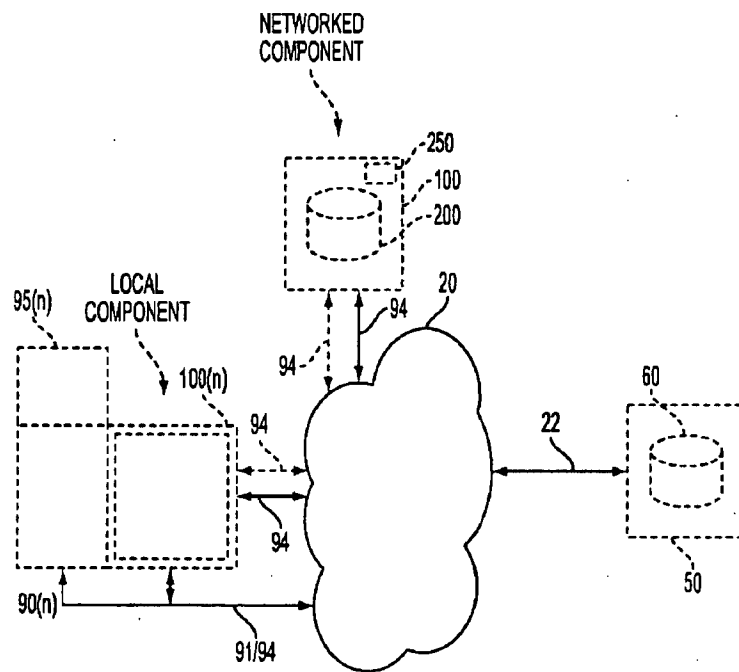


FIG. 5B

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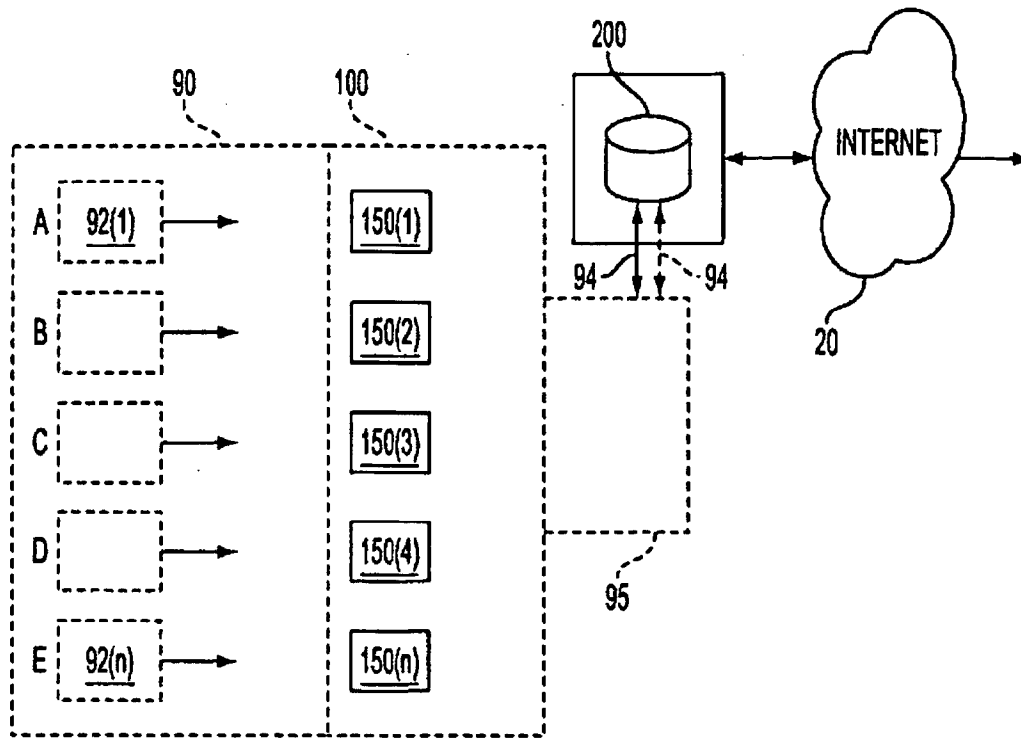


FIG. 6

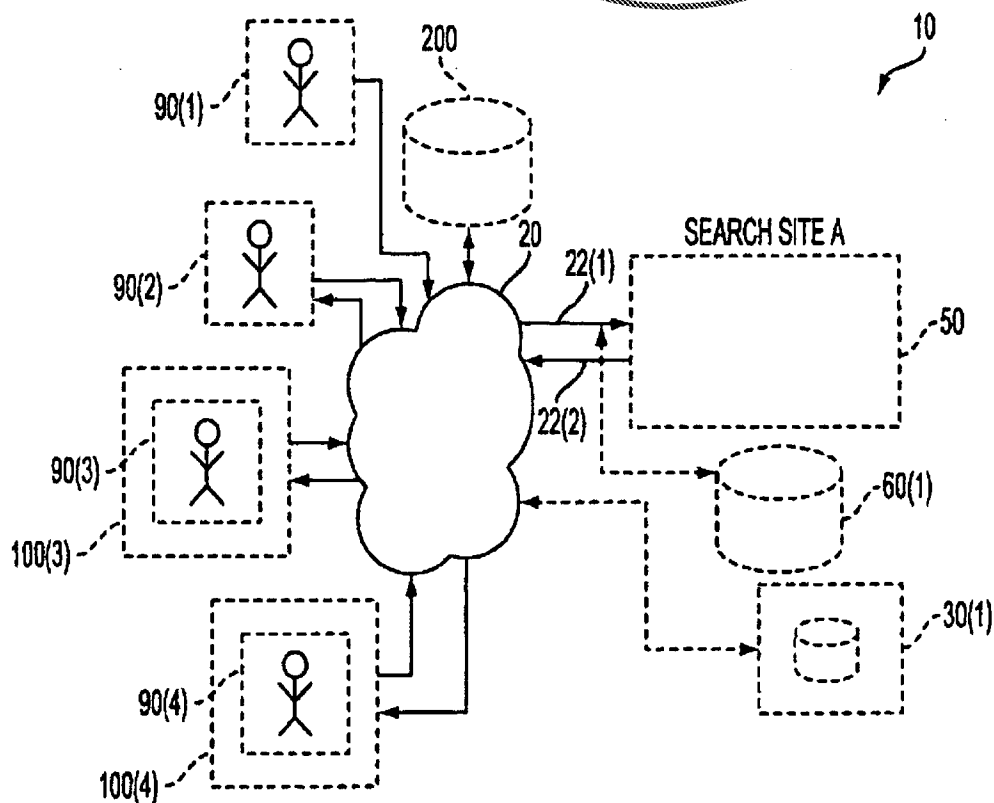
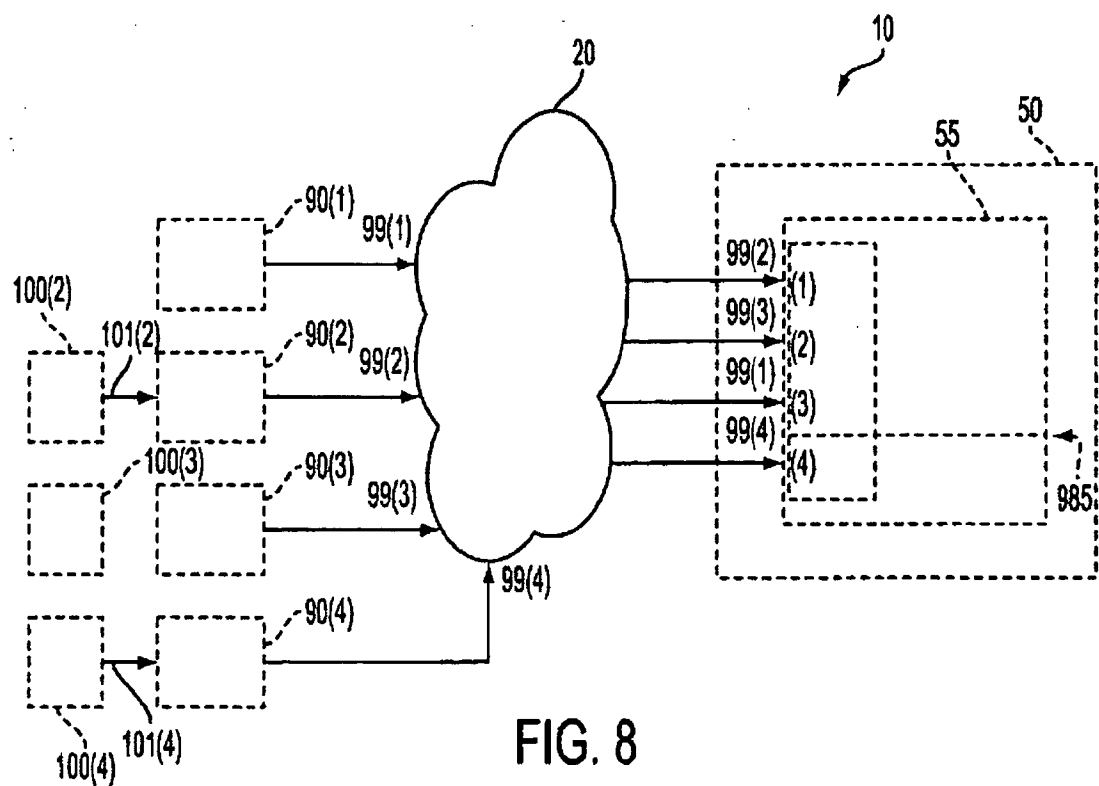


FIG. 7



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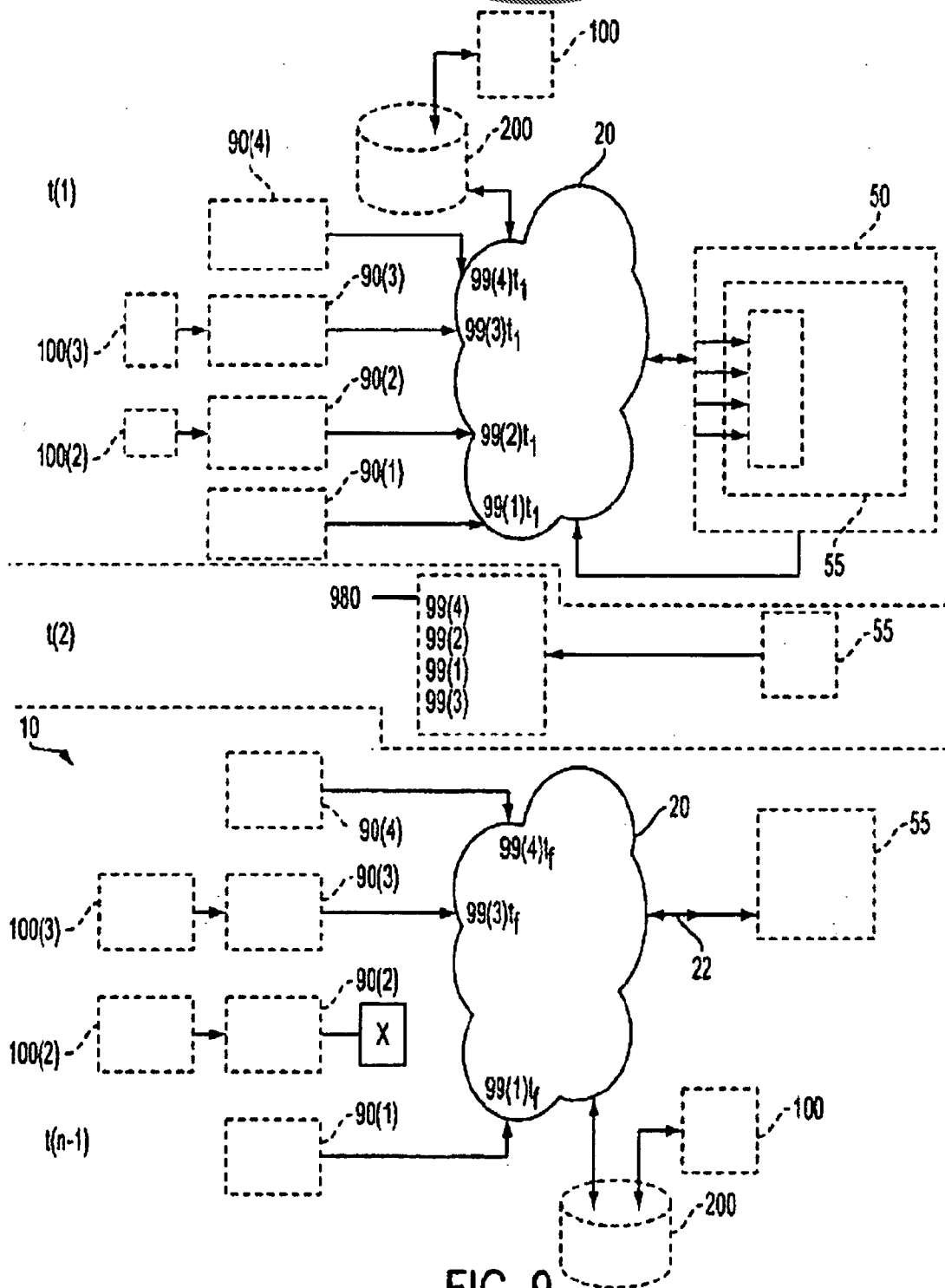


FIG. 9

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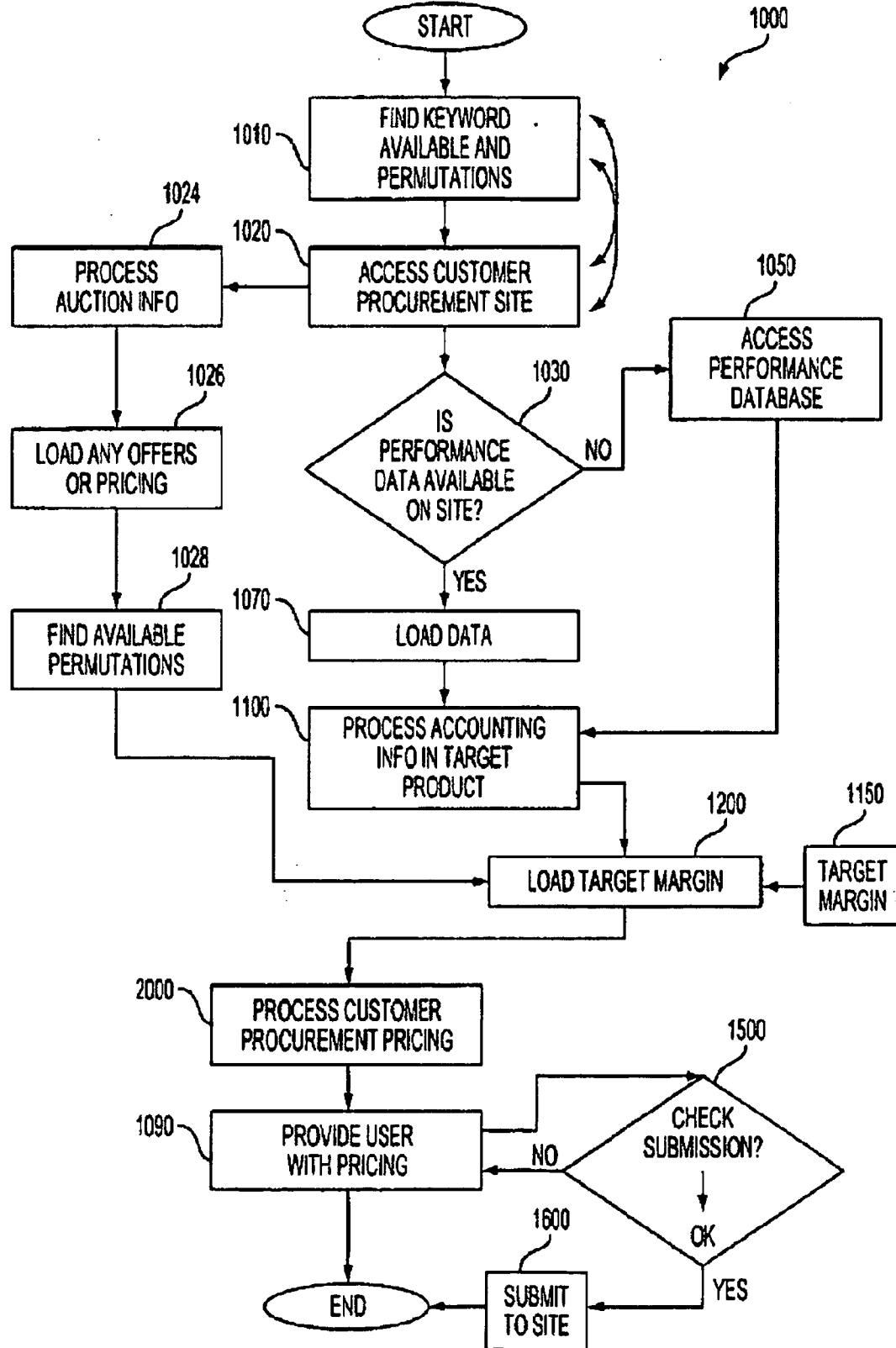


FIG. 10

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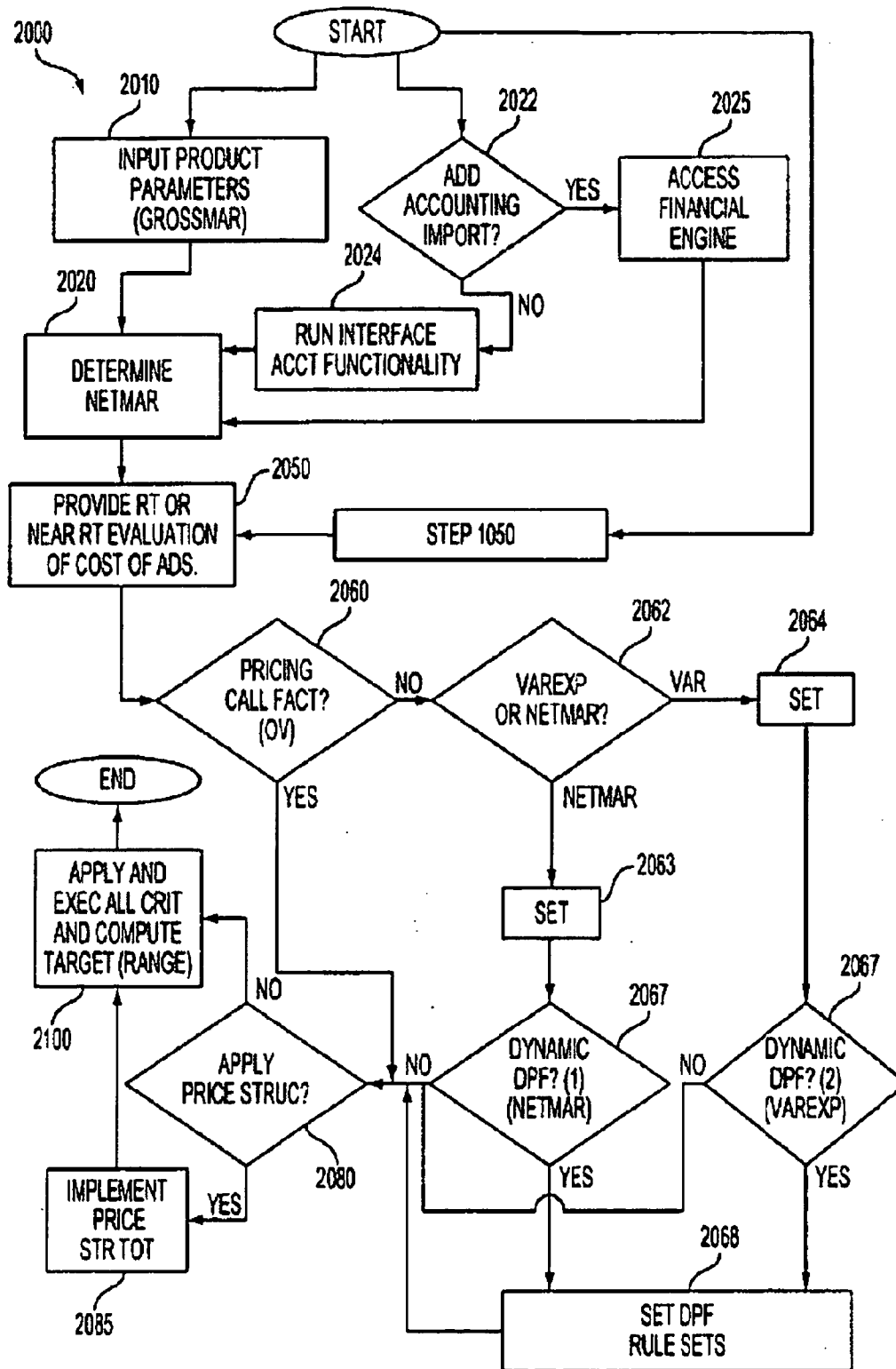


FIG. 11

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PRODUCT SET	KEYWORD SET	DYNAMIC PRICING RULE
A, B, C	"SKIN CARE" "UNDER \$5"	RULE A
A, B, C, D, E	"SKIN CARE" "UNDER \$50"	RULE B
A, E	"FDA APPROVED SKIN TX"	RULE A
B, C	"ALTERNATIVE MEDICINE" "SKIN CARE"	RULE C
D	"PRESCRIPTION SKIN CARE"	RULE B

FIG. 12

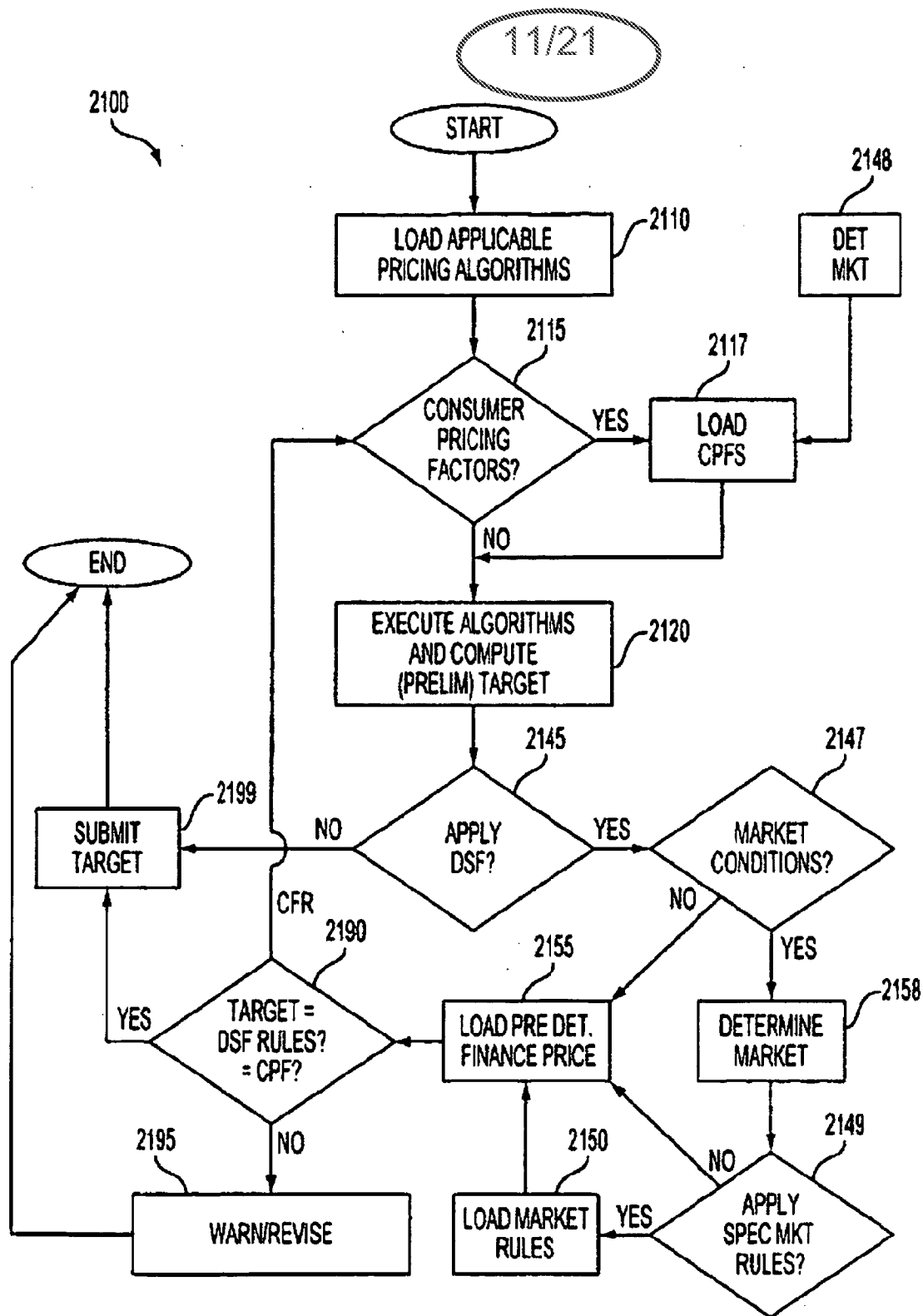
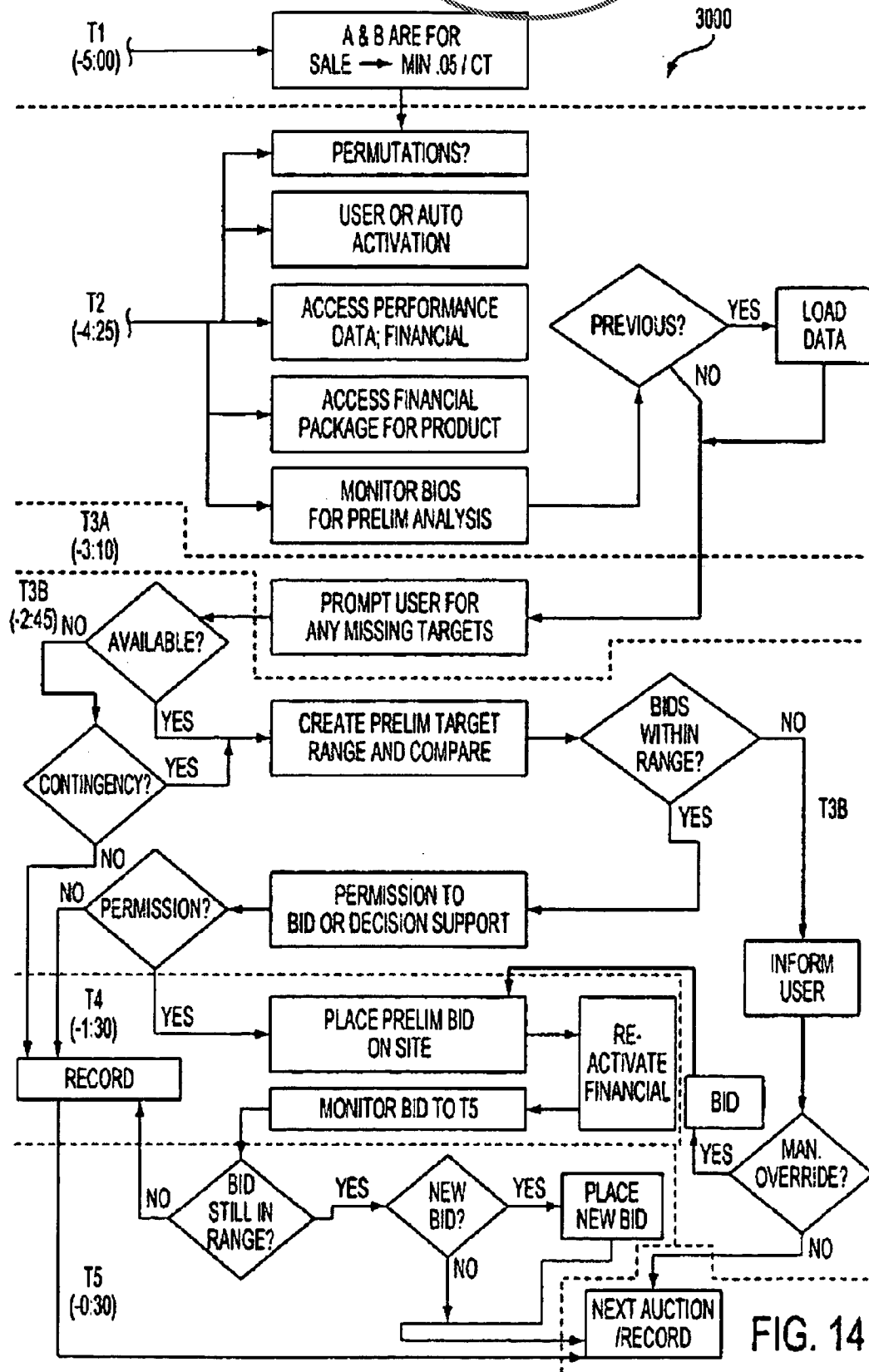


FIG. 13

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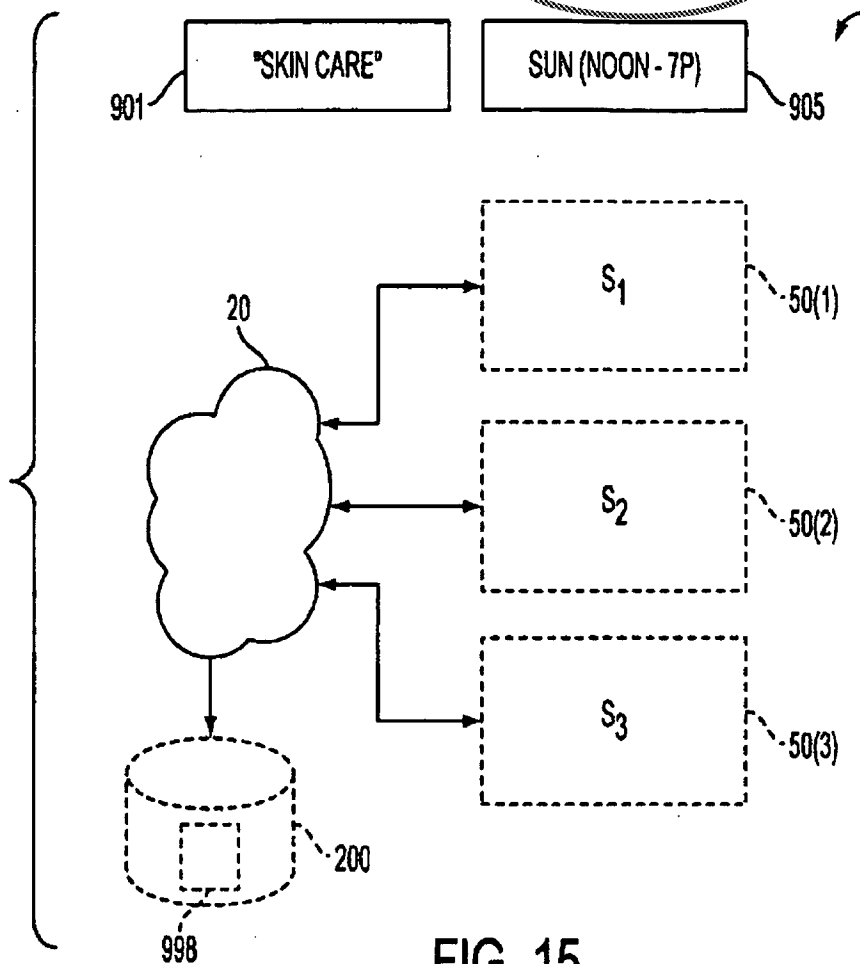


FIG. 15

KEYWORD	SITE	TIME PERIOD	COST/CT.	BID RES. PERFORMANCE REL.	TP WEIGHT
"SKIN CARE"	50(1)	SUN 1 - 4P	0.27	X	
	50(2)	ALL DAY	0.15		
	50(2)	1 - 6P	0.24		
	50(3)	ALL DAY	0.17		
	50(3)	WEEK	0.125		

FIG. 16

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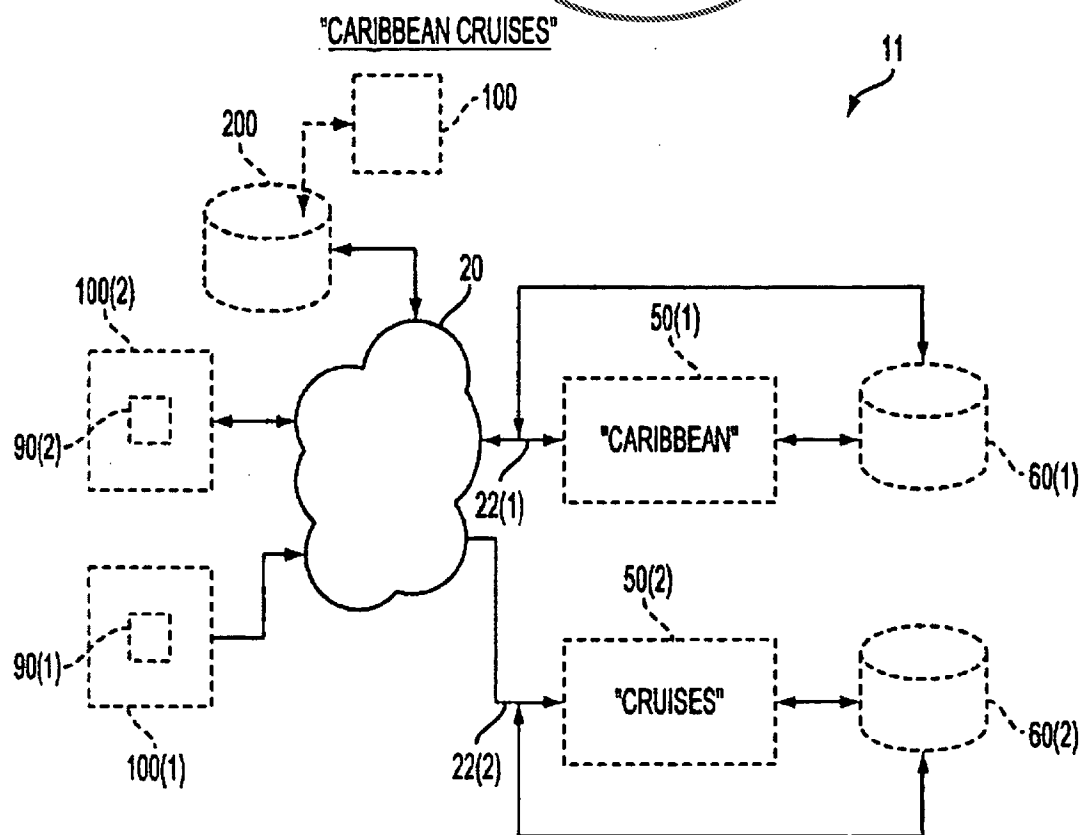


FIG. 17

		<u>PRICE</u>			
		$\frac{S_1}{S_2}$	$\frac{S_2}{S_1}$		
{	"CARIBBEAN"	.47	.87	"CRUISE"	
	<u>PERFORMANCE</u>		<u>CLICK-THROUGH</u>		
	S_1	S_2	S_1	S_2	
	CARIBBEAN	CRUISE	CRUISE	CARIBBEAN	
	1.75 / MIN	1.21 / MIN	1.82 / MIN	2.67 / MIN	

FIG. 18

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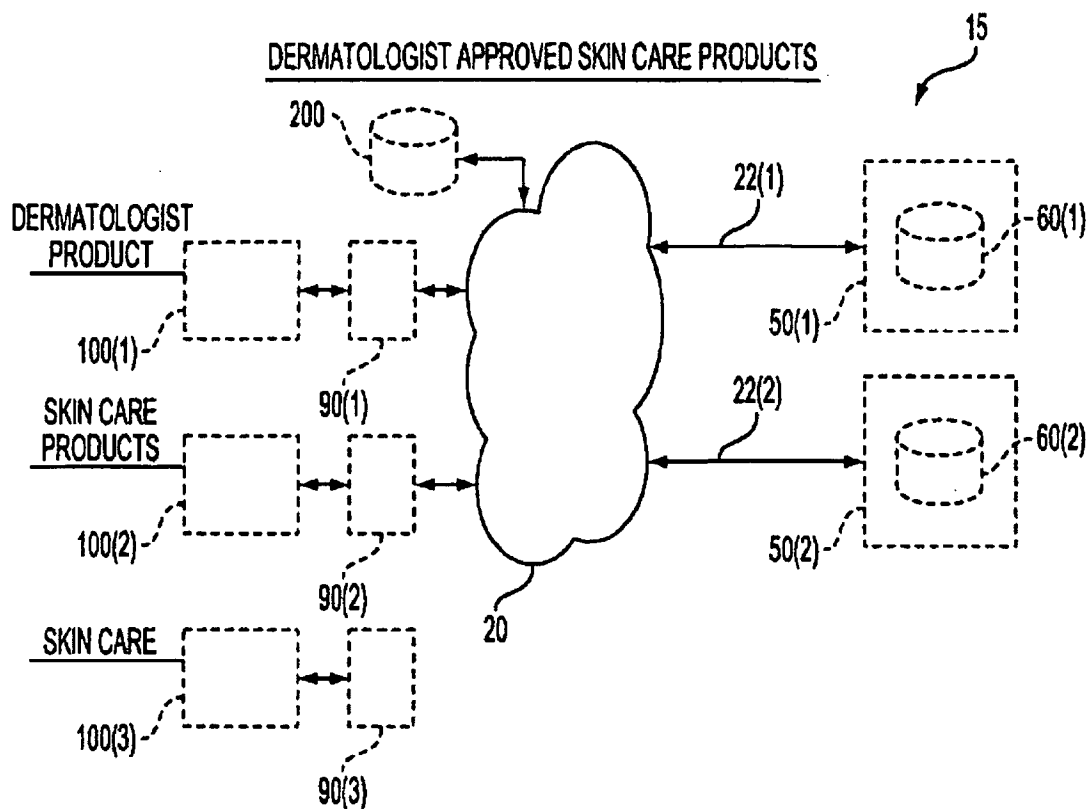


FIG. 19

		FACTORS		
SITE	→	S_1	S_2	
		S_1	S_2	S_1
PERMUTATION ELEMENT ↓	P_1E_1	1.3	.82	→
	P_2E_1	.05	.03	→
	P_3E_1	.72	.64	→
	P_1E_2	1.8	1.5	
	P_2E_2	.72	.63	
	P_3E_2	.81	.75	
	$P_1E_1E_2$	1.0	1.15	
	$P_2E_1E_2$.73	.71	
	$P_3E_1E_2$.61	.60	

FIG. 20

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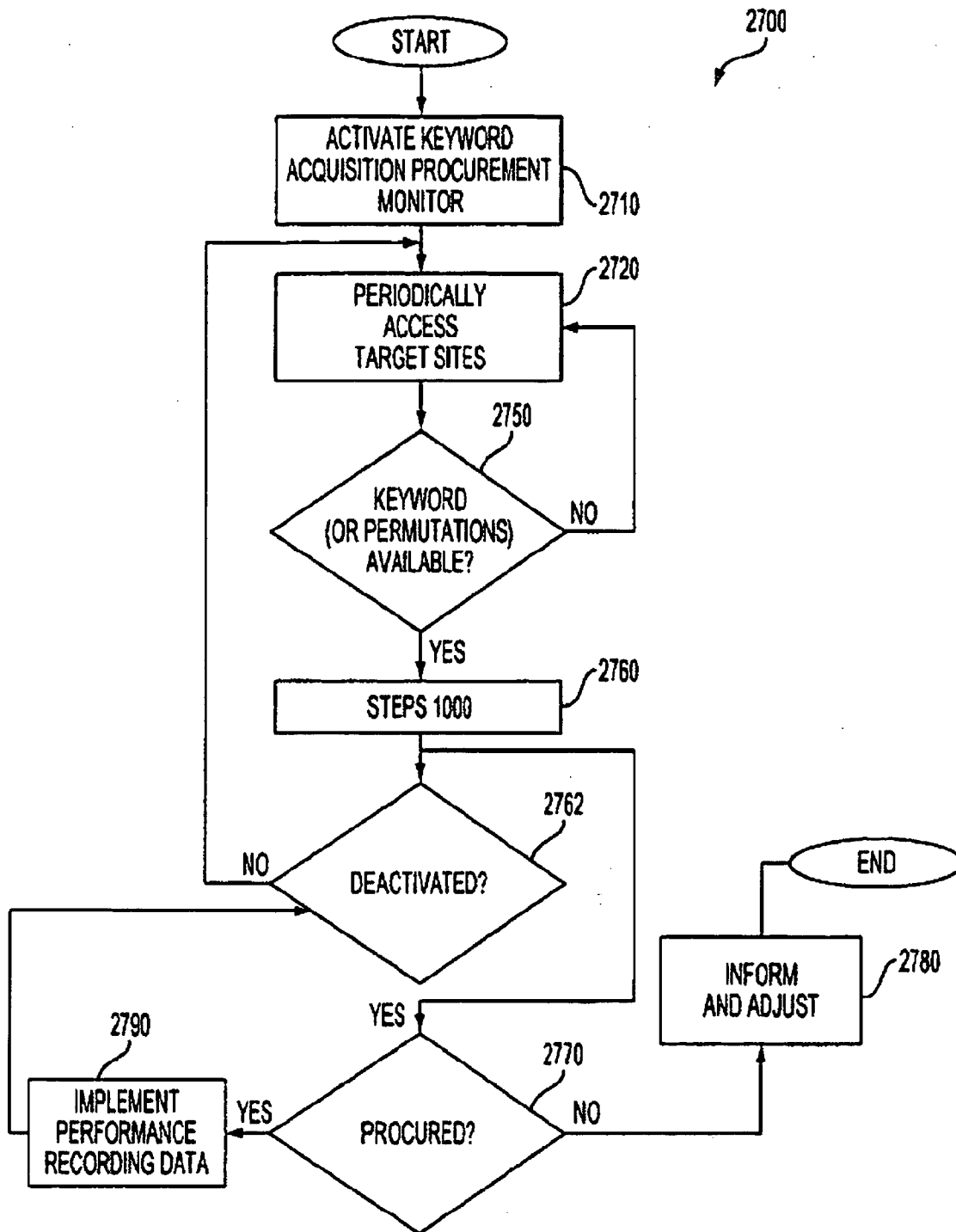


FIG. 21

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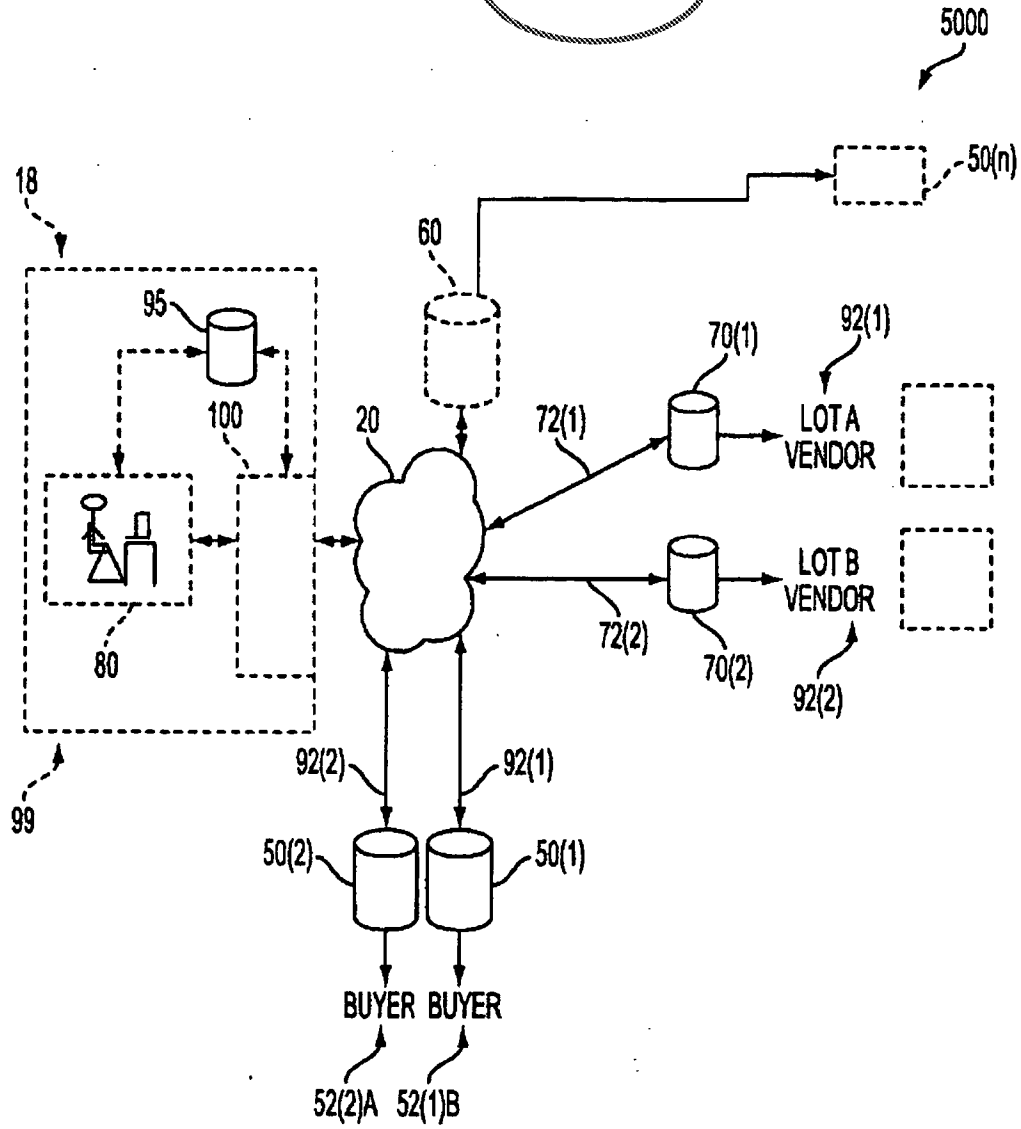


FIG. 22

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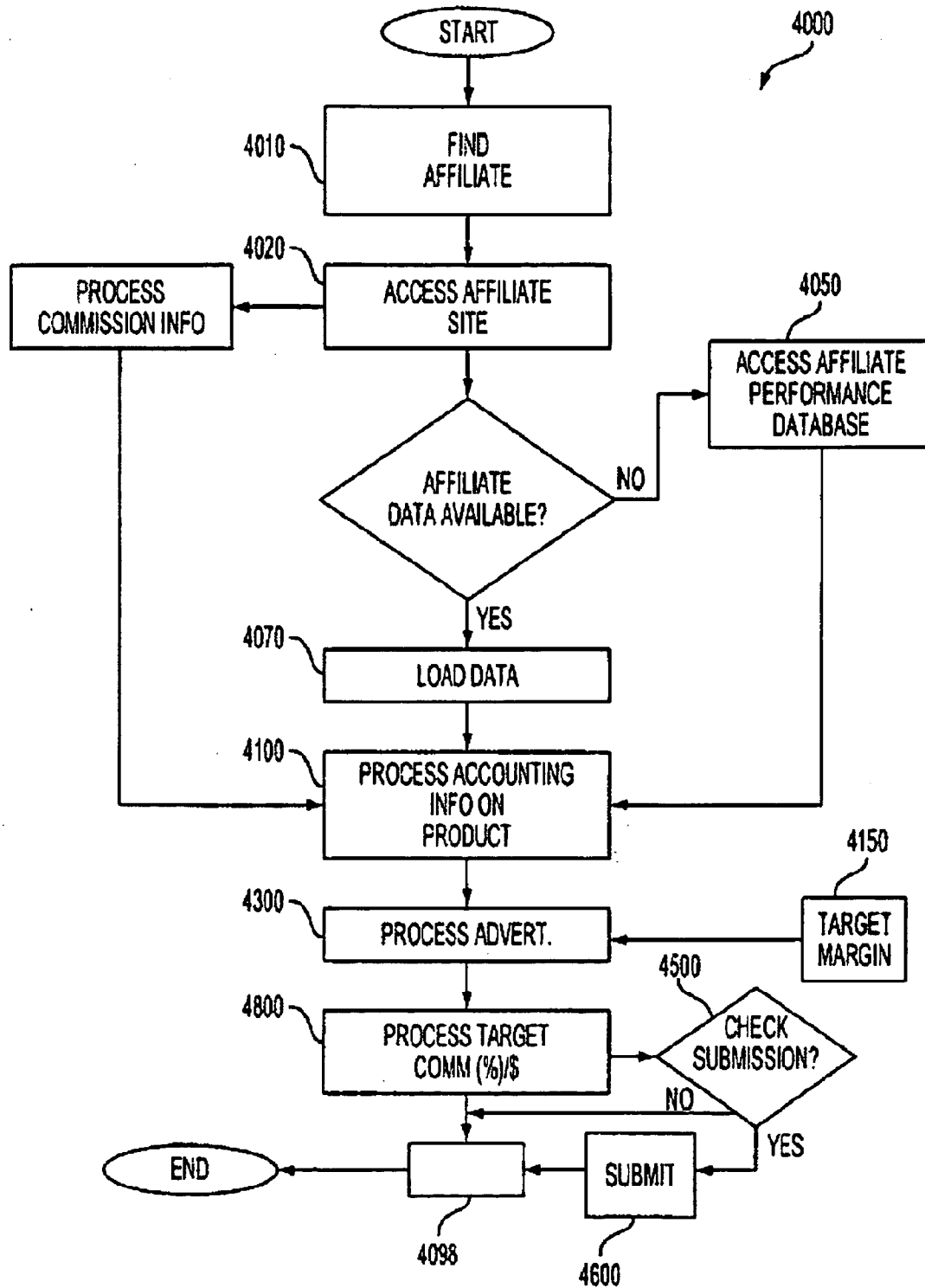


FIG. 23

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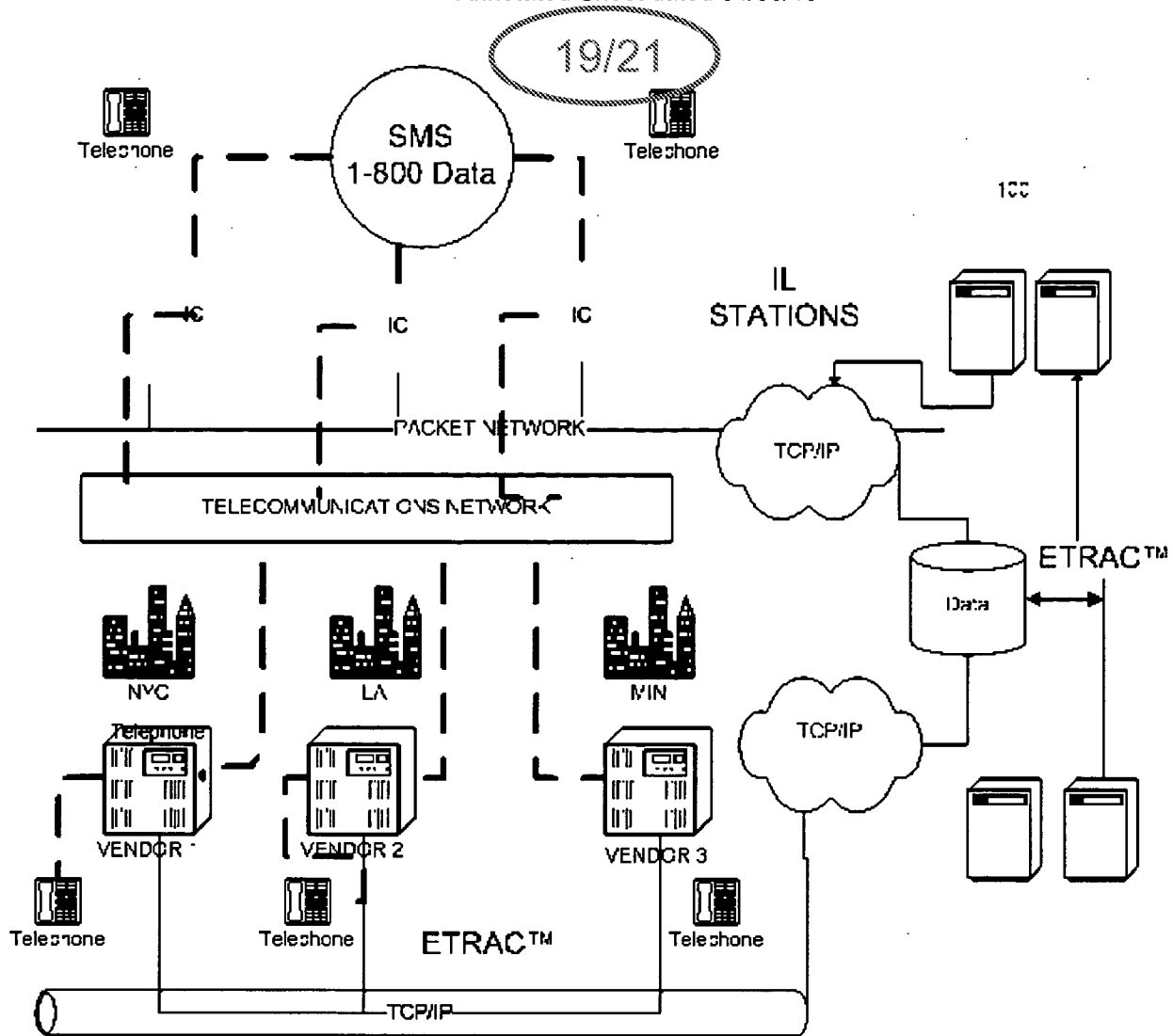


FIG. 24

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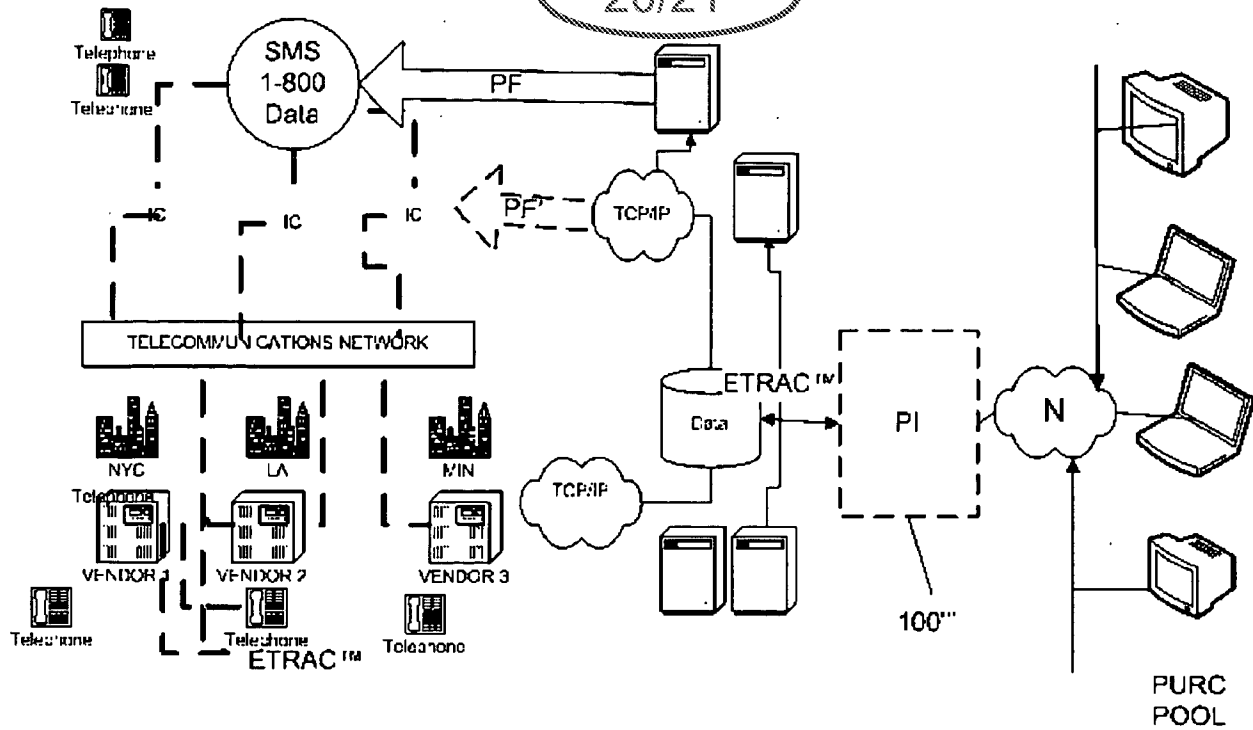


FIG. 25

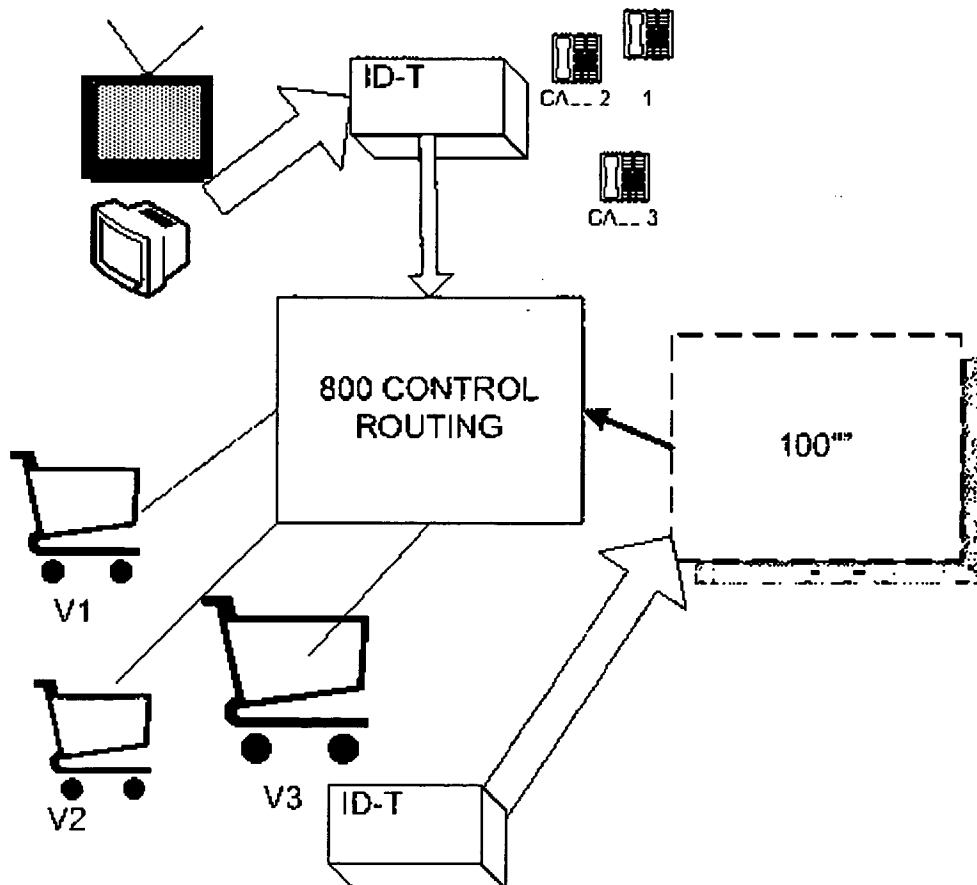


FIG. 26
DATA FLOW

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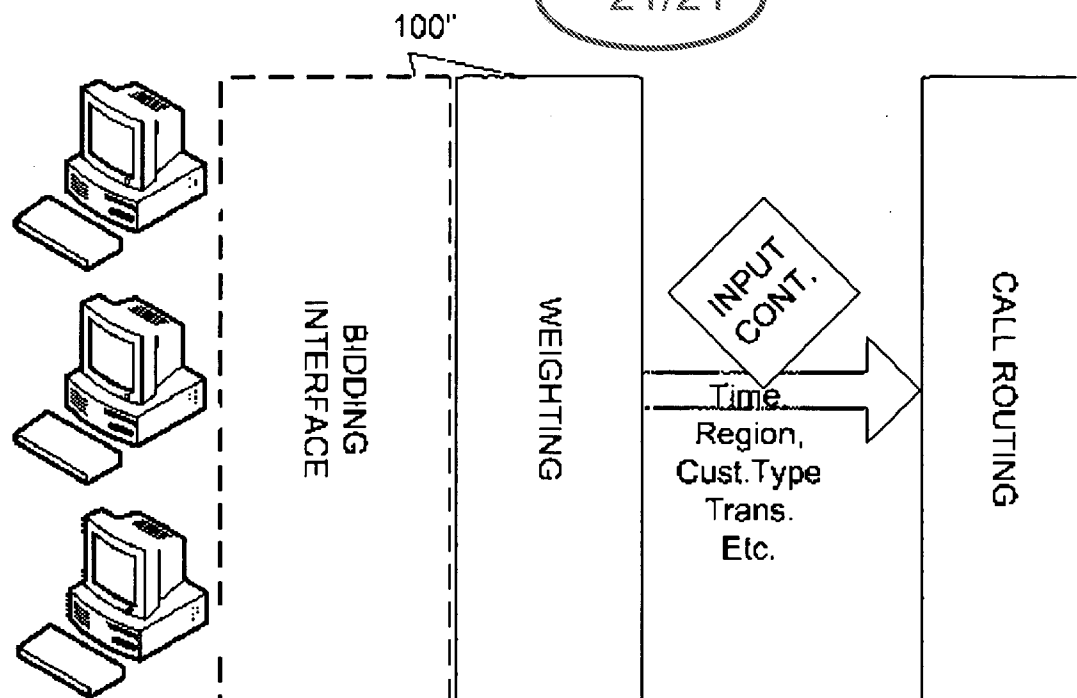


FIG. 27

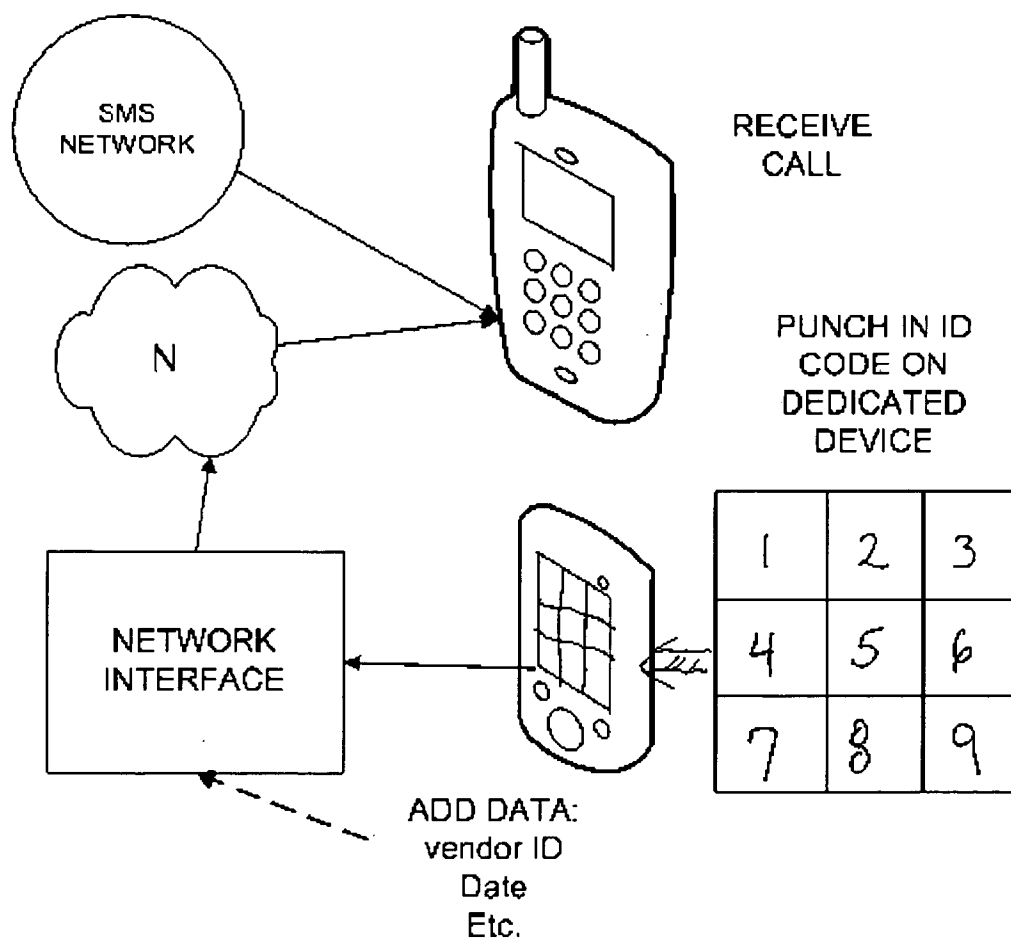


FIG. 28